

IN THE CLAIMS:

Please amend claims 1, 12, 17, and 22 and add new claims 27-44 as follows:

1. (Currently Amended) A method for distributing medical data to medical personnel, said method comprising the steps of:

storing medical data in a database; and

~~periodically communicating selected medical data between said database and an electronic device in response to a connection signal between a portable electronic device and said database, automatically updating said portable electronic device with at least some of said medical data stored in said database~~ to establish a medical data distribution system that is at least partially subsidized by sponsoring entities.

2. (Original) A method according to claim 1, wherein said method further comprises the initial step of aggregating said medical data from multiple sources.

B 3. (Original) A method according to claim 2, wherein said aggregating step further comprises collecting medical data selected from a group consisting of formulary and pharmacopeia data.

4. (Original) A method according to claim 1, wherein said method further comprises the step of selling sponsorship rights to said sponsoring entity, wherein said sponsorship rights at least partly fund said medical data distribution system.

5. (Original) A method according to claim 4, wherein said selling step comprises vending sponsorship rights to at least one sponsor selected from a group consisting of:

a pharmaceutical company; a pharmacy benefit management organization; a health care insurer; a pharmacy; a medical supplier; a medical publisher; a contract research organization or a managed care organization.

6. (Original) A method according to claim 1, wherein said method further comprises the initial step of distributing said electronic device, at a subsidized or no cost, to medical personnel.

7. (Original) A method according to claim 6, wherein said distributing step comprises lending a handheld computing device to a physician, where said handheld computing device is subsidized by said sponsoring entities.

8. (Original) A method according to claim 1, wherein said method further comprises the step of placing indicia of the sponsored entity on said electronic device.

9. (Original) A method according to claim 1, wherein said communicating step further comprises the steps of:

receiving a request for medical data from said electronic device; and

responding to the request by sending at least a portion of said medical data to said electronic device.

10. (Original) A method according to claim 1, wherein said communicating step further comprises the steps of:

sending a query to said electronic device; and

receiving a response to the query from said electronic device, where the response is determined by a choice made by medical personnel when presented with the query.

11. (Original) A method according to claim 1, wherein said communicating step further comprises the step of downloading executable instructions to the electronic device, wherein said executable instructions are capable of running on the electronic device.

12. (Currently Amended) A computer readable memory storing executable instructions for execution by a computer system such that said computer system functions in a specified manner, said instructions comprising:

instructions for storing medical data in a database; and

instructions for ~~periodically communicating selected medical data between said database and an electronic device, which in response to a connection signal between a portable electronic device and said database, update said portable electronic device with at least some of said medical data stored in said database~~ to establish a medical data distribution system that is at least partially subsidized by sponsoring entities.

13. (Original) A computer readable memory according to claim 12, further comprising instructions for aggregating said medical data from multiple sources.

14. (Previously Amended) A computer readable memory according to claim 13, wherein said instructions for aggregating comprise instructions for collecting medical data selected from a group consisting of formulary and pharmacopeia data.

15. (Original) A computer readable memory according to claim 12, further comprising:
instructions for receiving a request for medical data from said electronic device; and

instructions for responding to the request by sending at least a portion of said medical data to said electronic device.

16. (Original) A computer readable memory according to claim 12, further comprising:
instructions for sending a query to said electronic device; and
instructions for receiving a response to the query from said electronic device,
where the response is determined by a choice made by medical personnel when presented with the query.

17. (Currently Amended) A computer readable memory storing executable instructions for execution by a handheld computer system such that said handheld computer system functions in a specified manner, said instructions comprising:
instructions for accessing a list of health care insurance plans, where each of said health care insurance plans include an associated formulary list; and
instructions ~~for automatically determining and displaying, which in response to a connection signal between the handheld computer system and said formulary list, determine and display, at the handheld computer system, the status of a particular pharmaceutical relative to a particular health care insurance plan's formulary list.~~

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18. (Original) The computer readable memory of claim 17, wherein said instructions further comprise instructions for accessing and displaying data concerning characteristics of said particular pharmaceutical selected from a group consisting of: clinical data, pharmacopeia type information, dosing information, co-payment information, pricing, adverse reaction information, drug-drug reaction information, contra-indication information, metabolism or excretion information, Drug Enforcement Agency schedules or drug trial information or criteria.

19. (Original) The computer readable memory of claim 17, wherein said instructions further comprise instructions for accessing and displaying data selected from a group consisting of: lab results, pathology reports, x-ray reports, medical records, reference data, billing codes, electronic prescription information, charge capture information, pregnancy information, or lactation information.

20. (Original) The computer readable memory of claim 17, wherein said instructions further comprise an instruction set for searching said database.

21. (Original) The computer readable memory of claim 17, wherein said instructions further comprise:

instructions for receiving a query from a server;
instructions for displaying said query;

instructions for receiving a response to said query; and
instructions for transmitting said response to said server.

22. (Currently Amended) An information management system for delivering data to physicians, said system comprising:

a data processor;

a communication interface for communicating with at least one handheld computing device, where said communication interface is coupled to said data processor;

a database of aggregated pharmacopeia and formulary information further coupled to the data processor; and

a memory coupled to the data processor, the memory storing instructions for execution by the data processor;

the stored instructions comprising:

instructions for storing medical data in a database; and

~~instructions for periodically communicating selected medical data between said database and an electronic device, which in response to a connection signal between a portable electronic device and said database, update said portable electronic device with at least some of said medical data stored in said database to establish a medical data distribution system that is at least partially subsidized by sponsoring entities.~~

23. (Original) An information management system according to claim 22, wherein said instructions further comprises instructions for aggregating said medical data from multiple sources.

24. (Original) An information management system according to claim 22, wherein said instructions further comprise instructions for collecting medical data selected from a group consisting of formulary and pharmacopeia data.

25. (Original) An information management system according to claim 22, wherein said instructions further comprise:

instructions for receiving a request for medical data from said electronic device; and

instructions for responding to the request by sending at least a portion of said medical data to said electronic device.

26. (Original) An information management system according to claim 22, wherein said instructions further comprise:

instructions for sending a query to said electronic device; and

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instructions for receiving a response to the query from said electronic device, where the response is determined by a choice made by medical personnel when presented with the query.

27. (New) The method of claim 1, further comprising:
displaying an advertisement of a sponsoring entity during said updating.
28. (New) The method of claim 27, further comprising hyperlinking from said advertisement to said sponsoring entities' website.
29. (New) The method of claim 27, further comprising automatically launching a website of said sponsoring entity.
30. (New) The method of claim 27, further comprising, prior to said displaying, downloading said advertisement or a hyperlink to a website of a sponsoring entity.
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31. (New) The method of claim 1, wherein said updating further includes sending customized messages to physicians.
32. (New) The method of claim 31, further comprising, prior to said updating, customizing said messages based at least partially on a physician's profile.
33. (New) The method of claim 31, further comprising receiving a response to said message from a physician and automatically uploading said response during said updating.
34. (New) The method of claim 1, further comprising, prior to said storing, distributing said portable electronic device to physicians, where ownership of said portable electronic device remains with sponsoring entities.
35. (New) The method of claim 1, further comprising displaying a reminder screen to a physician to synchronize said portable electronic device.
36. (New) The method of claim 1, further comprising downloading to said portable electronic device an industry specific trivia game.
37. (New) The method of claim 36, wherein said downloading an industry specific trivia game comprises downloading a new industry specific question upon a first connection signal of each day.

38. (New) The method of claim 36, further comprising providing a prize to participating physicians acquiring high scores based upon points accumulated from correct answers or speed of response.

39. (New) A method for distributing medical data to medical personnel, said method comprising the steps of:

storing medical data in a database; and

in response to a connection signal between a portable electronic device and said database, automatically updating said portable electronic device with at least some of said medical data stored in said database to establish a medical data distribution system.

40. (New) The method of claim 39, wherein said method further comprises a step of aggregating said medical data from multiple sources.

41. (New) The method according to claim 40, wherein said aggregating step further comprises collecting medical data selected from a group consisting of formulary and pharmacopeia data.

42. (New) The method according to claim 39, wherein said method further comprises a step of distributing said electronic device, at a subsidized or no cost, to medical personnel.

43. (New) The method of claim 39, further comprising:

displaying an advertisement of a sponsoring entity during said updating.

44. (New) The method of claim 39, wherein said updating further includes sending customized messages to physicians.
